



## BRAINWARE UNIVERSITY

Course – MBA

Consumer Behaviour (MM403)

(Semester – 4)

**Time allotted: 3 Hours**

**Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
  - (i) Which of the following would be the best illustration of a subculture?
    - a. A Religion
    - b. A group of close friends
    - c. Your university
    - d. Neighbours
  - (ii) Person's own living or interacting and acting pattern is classified
    - a. Lifestyle
    - b. Personality & Self Concept
    - c. Social Class
    - d. None of these
  - (iii) Needs of customers are triggered by
    - a. internal stimuli
    - b. external stimuli
    - c. both a and b
    - d. None of these
  - (iv) Group which can exert influences on other because of specialized knowledge and skills is called
    - a. Opinion leader
    - b. Leading adopters
    - c. Influential
    - d. All of these
  - (v) At the bottom of Maslow's hierarchy of needs are
    - a. Esteem
    - b. Self - Actualization
    - c. Social
    - d. Physiological
  - (vi) In the Consumer Buying process the Initiator precedes
    - a. Influencer
    - b. Decider
    - c. Buyer
    - d. Gatekeeper
  - (vii) A Reference group which interacts regularly is called
    - a. Primary group
    - b. Formal group

- c. Secondary group
- d. none of these
- (viii) If product performance exceeds customer expectations, customer is
  - a. satisfied
  - b. dissatisfied
  - c. delighted
  - d. None of these
- (ix) The \_\_\_\_ is the nuclear family, plus other relatives, such as grandparents, uncles, and aunts, cousins and parents-in-law.
  - a. nuclear family
  - b. extended family
  - c. family of orientation
  - d. family of procreation
- (x) Buyer decision process starts with
  - a. need recognition
  - b. information search
  - c. evaluation of alternatives
  - d. both b and c

**Group – B**

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. Write a short note on perceptual mapping. [5]
- 3. Differentiate between innate needs and acquired needs. [5]
- 4. Explain the concept of Halo Effect. [5]
- 5. How do marketers seek to reduce post purchase dissonance? [5]
- 6. Describe the importance of psychological pricing. [5]

**Group – C**

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- 7. Discuss different theories of personality with relevant example. [15]
- 8. “Social class is a very powerful market segmentation variable.”  
Justify with reference to the characteristic features of social class.  
Use examples in support of your answer. [15]
- 9. Specify the category of need as per Maslow’s Need Hierarchy  
that can be used to segment the market and position the  
product in the following purchase situations : [3 x 5= 15]
  - (a) Seat Belts in cars 5
  - (b) A high paying job 5
  - (c) A foreign trip 5
- 10. Differentiate between individual buyer and organizational buyer. [15]
- 11. Describe different elements of learning theory with suitable  
example. [15]